



Sales Software Takes a Giant Leap Forward

If there is one thing we've learned from the information age, it's that technology drastically improves over time. Today's iPod contains more capabilities than the technology used to land the first man on the moon.

This holds true for the sales world as well. For decades sales professionals have been improving success rates by using Customer Relationship Management software (CRM) to manage everything from customer contact information and analyzing data for marketing campaigns, to calendaring and customer service. All of these tools are important. Today, the next generation of software does all of this, and then takes a giant leap forward by focusing on the Sales Decision Process (SDP).

SDP takes the concept of customer driven sales automation and turns it on its head. It recognizes that businesses can't control individuals or teams but it can control the company's sales process. SDP allows customers and vendors to work collaboratively throughout the sales cycle. This collaboration drives the sales toward a final decision. SDP steps can include:

Presentations	Business Cases
Demos	Case Studies
Buy-in from stakeholders	Reference visits
Budget approval	Contract negotiations

Each sales cycle is essentially a project with associated milestones, tasks, and deliverables that require participation, coordination, and contributions from multiple individuals on both the customer side and vendor side.

Historically, this has been done through the inefficient common sales practice of Close Plans or Solution Evaluation Plans that pass information in Excel or Word Documents back-and-forth between customer and vendor. This creates challenges with version control, data latency, poor visibility, and lack of productive participation.

With SDP you can expect the following benefits:

1. **Faster Close Rates and Lower Cost of Sale:** Instead of dealing with the laborious process of constantly filling-in, filing, and sending Excel or Word based Close Plans you can simply update the SDP on-line. SDP gives you the functionality to efficiently and dynamically manage the sales cycle on-line by effortlessly: generating milestones, assigning tasks, sending reminders, and tracking completion dates. A more efficient sales cycle equals faster close rates and lowers the total costs of sale.
2. **A Competitive Advantage:** SDP functionality gives you a competitive edge with the most powerful on-line sales collaboration tool in the world. SDP drives tighter collaboration, greater efficiencies, and clearer communication during every step of the sales cycle giving you a dramatic edge over your competition.
3. **Reliable Close Dates:** Effective collaboration between customer and vendor on every step in the sales cycle (working backwards from a final decision) will drive towards on-going check-points and mutual agreement on a predetermined close date.



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4. **One Source of Truth:** Instead of passing Word or Excel based close plans back-and-forth that suffer from version control and scattered islands of information – SDP empowers you with secure web-based access from any browser to instantly view consolidated information (including GANTT charts) on the up-to-the-second sale cycle status. This offers timely and efficient updates to accurately calibrate expectations for the customer, sales management, and the entire extended sales team.
5. **Security:** SDP offers secure and customized access. You control which individuals have access to your SDP, as well as their ability to view, modify and delete content. Each individual will have a User ID and Password so you know who is logging-in; when they are logging-in; and what parts of the SDP they are accessing. This eliminates the risks associated with passing sensitive sales cycle information back-and-forth through Word, Excel or e-Mails where it could be lost or fall into the wrong hands. SDP let's you decide who has access, what they can see, and what they can do.

CRM was a great start. It was originally designed to manage contact information on a large scale for big companies willing and able to spend hundreds of thousands of dollars. This technology hasn't progressed much in 20 years. O2 Interactive, an award winning software company based out of Southern California, offers a new choice in software, OnSite Clarity. Onsite Clarity integrates old school CRM with cutting edge SDP to give businesses the next generation of software at a fraction of the cost.

OnSite Clarity is fast, effective, and makes your job easier, at a price point everyone can appreciate.

To learn more about OnSite Clarity visit www.onsiteclarity.com or call 800-706-2904.

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